

LUCE
800-220-1397

TV AND RADIO TRANSCRIPTS
42 South Center/Mesa/Arizona 85210

DATE: January 2, 1997
TIME: 12:30 - 2:00 PM
PROGRAM: Power Lunch

ACCOUNT NUMBER G085
NIELSON AUDIENCE 175,168

BILL GRIFFETH, host:

So how many times have you said you'd just love to leave the driving to somebody else? Well, if the car companies have anything to say about it and the government, pretty soon you'll be leaving the driving to a computer. It's called the Automated Highway System. Computerized cars will glide along the roads at speeds of up to 150 miles per hour--gulp--and you're reading, or you're watching a movie or talking on the phone or sleeping. Joining us today from Detroit is Mike Doble. He's the manager of Advanced Concepts at the Buick Motor Division. Welcome. Thanks for joining us today. Mr. MIKE DOBLE (Advanced Concepts): Hello and Happy New Year. GRIFFETH: Happy New Year. You sound like you have a great job. What do you Mr. DOBLE: Well, I...

Mr. MIKE DOBLE (Advanced Concepts): Hello and Happy New Year.

GRIFFETH: Happy New Year. You sound like you have a great job. What do you do. . .

Mr. DOBLE: Well, I...

GRIFFETH: . . .sit around in blue sky all day? Is that the idea?

Mr. DOBLE: I just try to think of anything that might be usual or new or of interest to our customers. I like to think of my job as manager of neat

GRIFFETH: I-- i--it--it sounds like--and the--the--the--the topic du jour here is this advanced technology highway. Tell me about that?

Mr. DOBLE: Advanced Automated Highway System is a--is a part of the ITS, which is Intelligent Transportation System. That's like the big umbrella that all of the future technology falls underneath. Part of what falls underneath is the Automated Highway System.

GRIFFETH : Right.

Mr. DOBLE: It's one of the components. This. . .

GRIFFETH: So thi--this is an interaction between a car that is equipped with this kind of technology and a road or highway that also is equipped with the technology, yes?

Mr. DOBLE: Yes. It's a very interactive--connected, if you will, system that it's the infrastructure of the road as well as communication systems with a traffic management center and the vehicle. And then each of the vehicles that are communicating with each other and they're informing the drivers or the passengers what's happening en route.

LUCE
800-220-1397

TV AND RADIO TRANSCRIPTS
42 South Center/Mesa/Arizona 85210

GRIFFETH: So you say: OK, I'm going to get on this highway at some point and then you program in where your exit is and then leave the driving to the computer at that point? Is that it?

Mr. DOBLE: No--yes. In its simplest form, yes.

GRIFFETH: An--and--well--you know, I like to think in simple terms, I--I'm a simple kind of guy. Well, as soon--we should point out: You're not going to get from point A to point B totally on the computer. You get on the highway which is equipped that way, then when you get off the exit, you've got to put your hands back on the--on the steering wheel.

Mr. DOBLE: Well, from the marketing side, we like to take a--I guess—I guess, a further vision, if you will, the near-term vision and part of the deliverable in 2002 from the consortium is exactly as you stated it. You would enter into the automated lanes and then exit at the appropriate time. However, further down the road, let's take 15 to 20 years down the road . . .

GRIFFETH: OK.

Mr. DOBLE: . . . you'd be able to do it right from your living room. Pick up the phone in the kitchen, living room, call up and and—and set up your destination over the phone. That would be down-linked to your car. You'd get into the car and from that point to your destination, everything is automated.

GRIFFETH: Now you said the-the-the- consortium wants this on by 2002, what—what do you mean? Who's in the consortium and what are they going to be bringing on line at that point?

Mr. DOBLE: You know—it's the National Automated Highway System Consortium and that's made up of a group of both private and public sectors, universities, as well as places like General Motors, Hughes, Delco Electronics, Bectel--there's quite a few partners in the consortium.

GRIFFETH: Right. All the different companies that need to be part of the process there. Now you've got a--a--a test system coming out at Interstate 15 in San Diego. When is that happening?

Mr. DOBLE: That's going to be August of 1997 and there are roughly 14 lanes--14 miles, rather, of I- 15, both directions, that already have had the magnets in place. Roughly, every meter on the road, a series of magnets have been put into the road surface and that's what maintains the car's steering or lane-management system.

GRIFFETH: Right. Now, initially, let's look to 2002. Am I buying a new car that has this or do I buy the equipment and put it in my current car? How's that going to work?

Mr. DOBLE: We--I doubt you'll ever see it where you're able to go down to your Pep Boys or a place like that and have it installed. That will only be done by the OEM, the original equipment manufacturers.

GRIFFETH: So I'm saying, we have to buy a new car to participate in this system then?

Mr. DOBLE: Yes, but actually by that time, many of the systems that we're currently developing will be--will enable automated highway transit and so it might literally get to the point where it's merely a flip of the switch.

LUCE
800-220-1397

TV AND RADIO TRANSCRIPTS
42 South Center/Mesa/Arizona 85210

GRIFFETH: And—and you promise the—some of this will start in a limited basis in 2002?

Mr. DOBLE: I'm—I would expect it would be done in – and the majority of it will be in the commercial end . . .

GRIFFETH: Mm-hmmm

Mr. DOBLE: where you'll see a lot of busses and a lot of trucks. It's at for the commercial transit business, initially, and then it will get into localized application around the country at that time.

GRIFFETH: Cool. Happy New Year. Thanks.

Mr. DOBLE: All right

GRIFFETH: Mike Doble, manager of Advanced Concepts at Buick Motor Division. He gets paid for this kind of stuff.

969 Words